

JACK

La Rue Marsh

MARIAN



"Gentleman from DIXIE"

featuring **CLARENCE MUSE** and his **SINGERS**

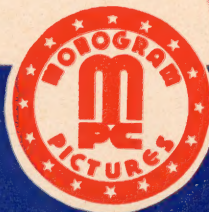
MARY RUTH Courtesy M·G·M • **ROBERT KELLARD**

JOE HERNANDEZ • PHYLLIS BARRY

A
Monogram
PICTURE

Produced by **EDWARD FINNEY**

Directed by **AL HERMAN** • Original Screenplay by **FRED MYTON**





EXPLOITATION



Unusual Film Packs Many Entertainment Values! Sell 'Em All!

Monogram cracks through with a feature that really lives up to the much abused recommendation—"for the entire family." Seldom has any picture contained such a variety of entertainment elements. There are stirring numbers by a marvelous choral group which will send folks out humming the Stephen Foster songs and other beloved tunes; exciting horse race scenes; emotional drama crammed with plenty of heart throbs; an amazing performance by Mary Ruth, the sensational youngster borrowed from MGM; and a good dose of thrilling action and suspense for the fans who like their film fare strong!

All these factors are woven into a story that builds interest with each episode, culminating in a powerful surprise climax. The players, headed by Jack La Rue (in a role that departs from anything he's done in the past) and lovely Marian Marsh, are perfectly cast down to the smallest bit with Clarence Muse, Herbert Rawlinson, Robert Kellard, Mary Ruth outstanding. The entire picture has been produced on a scale equal to films coming out of the major studios with sets, photography and musical score of the highest quality.

"Gentleman From Dixie" merits special treatment. Exploit every angle, boost the ad budget and your box office will have that well-fed look!

GLEE CLUB CONTEST

Be sure to circularize glee clubs with the news that the famous Clarence Muse Singers are featured prominently in "Gentleman From Dixie"—rendering such popular choral numbers as Stephen Foster's "Old Black Joe" and "Camptown Races" and the immortal spirituals, "Go Down Moses," "Nobody Knows the Trouble I've Seen" and "Great Gettin' Up Morning." Invite your local musical organizations to participate in a glee club contest to be held on the stage. There's always lots of rivalry among singing groups, so the chances are that your invitations will be eagerly accepted.

As an alternate stunt to the contest, you could arrange for the high school glee club to perform on the stage, offering a small percentage of the receipts to some school fund or local charity.

Another audience pleaser would be a "community sing" which simply requires a few song slides and the services of a pianist to get them started.

FOR HORSE ENTHUSIASTS

"Gentleman From Dixie" will hold special appeal for horse lovers. Not only does the film feature exciting horse races, but much of the action takes place on a thoroughbred breeding farm and part of the story is devoted to the love of a little girl for her young colt who develops into a champion. In spots where riding is popular or where the theatre is located in horse-breeding sections such as Maryland, Kentucky, Montana, Texas, etc., this factor can be made a strong selling point. Get after riding academy proprietors and officials of horse-breeding associations to help you spread the news. If your theatre is near a race track, contact the racing secretary to arrange for one of the races to be named the "Gentleman From Dixie Handicap." Mention that Joe Hernandez, famous Santa Anita "race caller," is seen in the picture.

SOCK TIE-UP OPPORTUNITIES WITH AMAZING CHILD PIANIST

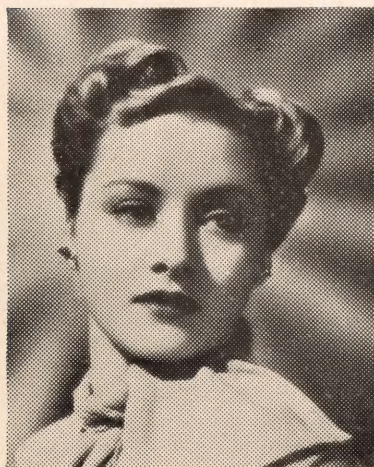
Outstanding among the highlights of "Gentleman From Dixie" is the piano playing of charming eight-year-old Mary Ruth, who delivers her numbers with the ability and assurance of a veteran concert artist. The kid is sensational. Every music teacher and school in town should go "all out" in helping you exploit the little lady, because fond parents who see her perform will dream of similar triumphs for their own young hopefuls. Contact all musical educators well in advance of your playdate and explain the important role Mary Ruth has in the feature and the fine work she does on the ivories. Point out the value this will have in boosting musical education in the community. Arrange for still displays on their bulletin boards. Sell them on setting up a theatre party for students and parents, offering, perhaps, a reduced rate for the group. To fire the interest of the youngsters, you might contribute a couple of passes to be awarded to the pupils showing the most advancement in a given period.



You can promote a costless stage attraction and sell extra tickets by arranging with the teachers to present their crack young musicians at a special performance during the run of the picture. Relatives and friends alone will be enough to fill the house. It's the type of tie-up that always builds good will, too.

BEAUTY PARLOR PLUGS WITH MARSH STILLS

There is no better starting place for a word-of-mouth campaign than a beauty parlor. Get the co-operation of your local beauticians by offering them these photos of pretty Marian Marsh to dress up their windows and salons. The combination of stills shows how a woman's personality can be altered by changing her coiffure. In one photo Miss Marsh looks the part of a "glamour gal." In the other her hair-do provides



that fresh, outdoor, "good sport" appearance. Copy for credit card reads: "Lovely Marian Marsh, star of 'Gentleman From Dixie,' shows how you can change your entire personality by varying your coiffure." A few passes distributed among the hair-dressers will oil up these human broadcasting stations for heavy duty. Order stills from Monogram Exploitation Dept., 4376 Sunset Drive, Hollywood.



GAG TEASER AD

Try running this little "personal" ad in the classified columns of your local daily:

GIRLS, he's tall, dark and dangerous. He has a shady past and an exciting future. Meet the Gentleman From Dixie tonight at Fifth and Main.



EXPLOITATION



Southern Hospitality Week

The "Dixie" title is your cue for a campaign to tie in the whole town on a Southern Hospitality Week. Contact the restaurant owners and have them feature southern dishes on their menus and also have a daily "Gentleman From Dixie" special. Get department stores and dress shops to run sales on cotton dresses and yard goods. Cocktail bars and night clubs can easily be induced to plug a "Gentleman From Dixie" julep. Automobile dealers can get in on the "hospitality" angle by advertising that prospective buyers are invited to drive the car they're interested in for 15 miles at no cost. Grocers, bakers and butchers can feature the "makin's" of southern-style dinners, such as chicken, ham, yams, corn bread, watermelon, etc. Radio stations should be persuaded to include southern songs in their programs—anything from Stephen Foster to "Is It True What They Say About Dixie" will do. If it won't conflict with your general policy, run a "hospitality" night at the theatre, featuring a free admission to each lady accompanied by her "gentleman from Buffalo" (substitute name of your town). If there's a Confederate war vet residing in the community, have him as guest of honor.

Sell Muse to Colored Fans

Extra coin can be gathered by showmen whose houses draw part of their attendance from colored districts by doing some special selling on Clarence Muse and His Singers. Of course, exhibitors who cater to all-colored audiences have a "natural" on their hands.

Muse ranks along with Paul Robeson, Ethel Waters and Bill Robinson among the negro "greats" of the entertainment world, having made a name for himself in concert, radio, stage and screen work. He's a composer of note, too. News stories on the actor should be planted with editors of colored publications and all negro societies which have singing groups should be informed of the important role Muse and his chorus play in the picture. Colored churches and religious societies might also be contacted, because many of the numbers sung are famous negro spirituals. The picture has a strong moral theme and all the colored folk play sympathetic roles.

To round out the campaign be sure to give wide distribution to stills featuring Muse and the singers for window and counter displays. If there aren't enough for you in the regular exchange set, order additional numbers from Monogram Exploitation Department, 4376 Sunset Drive, Hollywood.

Radio "Spots" Sell Tickets!

Many exhibitors have reported excellent results from the use of "spot" radio announcements. If you haven't already tried the idea, why not give it a whirl on "Gentleman From Dixie"? In most cases it should be possible to make a trade with your local station—in return for their broadcasting your sales talk over the ether, you run a trailer on some of their featured shows which don't compete with your own running schedule. Here are two suggested announcements to be read with a soft underscoring of "Dixie":

Announcer: He's tall, dark and dangerous — an adventurer with a shady past and an exciting future. See "The Gentleman From Dixie", stirring story of the colorful southland with Jack La Rue and Marian Marsh! Opens tomorrow at the Palace Theatre.

Announcer: Dixie — where life is sweeter, women prettier and men more reckless! You'll wish you were in the land of cotton when you see the year's most absorbing story of the deep south, "Gentleman From Dixie" featuring Jack La Rue, Marian Marsh and the Clarence Muse Singers. Palace Theatre now!

ATMOSPHERIC LOBBY

Have a pretty girl garbed in typical southern "garden party" dress stand by an electric phonograph playing selections such as "Dixie," "Swanee River," "Camptown Races," etc. Tie in with the local florist association to fix up a trellis around the box office with hanging moss and blooms such as magnolia, marigold and honeysuckle. A display of southern flags will also help build the Dixie flavor.

THE TRAILER'S A PIP

Be sure to see the fast-moving, punchy trailer that National Screen Service has produced on this film. It's an outstanding bit of screen merchandising that sells every entertainment angle. Don't fail to take full advantage of one of the most effective advertising mediums you have — your own screen. Show the best trailer available and note the fine audience reaction.

Flag and Valance

For an eye-catching front, these two brilliantly colored accessories can't be topped. The valance is styled to fit any size marquee and gives your theatre that gala appearance that shouts "entertainment." The flag can be seen for blocks. Rent both at reasonable rates from **LIBERMAN FLAG & VALANCE CO.**, 71 Fifth Avenue, New York City.

De Luxe Posters

Assure yourself of a smart-looking lobby at low cost by ordering the striking silk screen posters National Screen Accessories has created for "Gentleman From Dixie." Sizes 30 x 40 and 40 x 60 as well as attractive lobby banners are available at economical rentals. These displays have that big-time, first-run look.

Grab That Window Space

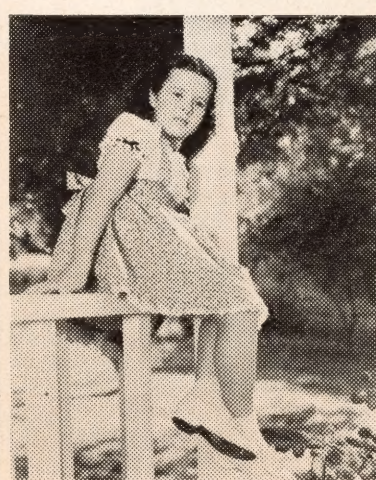
Up-to-date merchants are well aware of the value of using motion picture personalities in their sales campaigns and are wide open for displays, co-op ads and tie-ups. Get together with the stores in your community for a solid coverage with the stills on "Gentleman From Dixie" well in advance of the playdate. Don't overlook this type of exploitation, because frequently an attractive window display will get as much "circulation" as a still in the newspapers. The pictures of little Mary Ruth are especially fine and should get you lots of "space." Order photos from the **Monogram Exploitation Department**.



RIDING HABIT—Still No. BS 21-23



MEN'S SPORTSWEAR
Still No. BS 21-13



CHILDREN'S DRESSES
Still No. BS 21-42



MUSICAL INSTRUMENTS, MUSIC SCHOOLS
Stills Nos. BS 21-76 and 9



ADVERTISING



TRIANGLE OF DANGER!

★ Two brothers and an impetuous Dixie beauty who lets nothing stand in the way of her desires and ambitions!



Jack **LARUE**
Marian **MARSH**

in
"Gentleman from DIXIE"

FEATURING
CLARENCE MUSE
and his **SINGERS**
MARY RUTH
Courtesy M-G-M
ROBERT KELLARD

A **Monogram** PICTURE



One Col. Ad Cut or Mat No. 5

HE'S TALL, DARK and *DANGEROUS!*



Across the lives of three people falls the shadow of a wanderer whose secret past has made him a marked man...a reckless devil who finds that the woman he hates rules the destiny of the child he loves!

Jack **LARUE**
Marian **MARSH**



"Gentleman from DIXIE"

Produced by
Edward Finney

Directed by
Al Herman

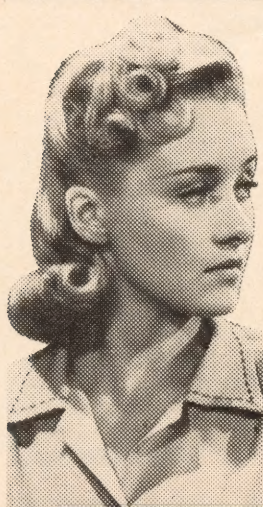
Original Screenplay
by Fred Myton

A **Monogram** PICTURE

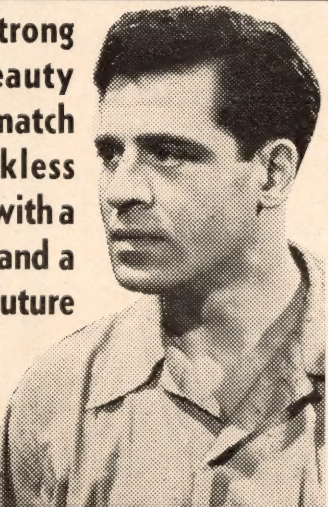
FEATURING
CLARENCE MUSE and his **SINGERS**
MARY RUTH (Courtesy M-G-M)
ROBERT KELLARD

Two Col. Ad Cut or Mat No. 17

STORM WARNINGS IN THE SOUTHLAND!



★ A headstrong Dixie beauty meets her match in this reckless gentleman with a shady past and a dangerous future



Jack **LARUE** ★ Marian **MARSH**

"Gentleman from DIXIE"

with **CLARENCE MUSE** and his **SINGERS**
MARY RUTH (Courtesy M-G-M)
ROBERT KELLARD
A **MONOGRAM** PICTURE

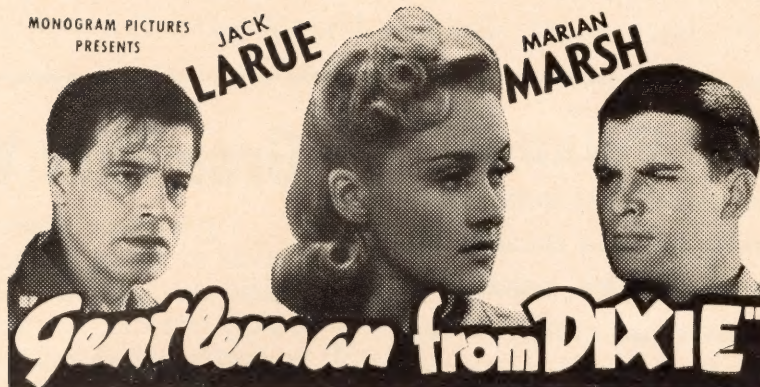


Two Col. Ad Cut or Mat No. 20

MONOGRAM PICTURES
PRESENTS

JACK **LARUE**

MARIAN **MARSH**



"Gentleman from DIXIE"

Two Col. Ad Cut or Mat No. 18



Jack **LARUE** ★ Marian **MARSH**

"Gentleman from DIXIE"

with **CLARENCE MUSE** and his **SINGERS**
MARY RUTH (Courtesy M-G-M)
ROBERT KELLARD

A **MONOGRAM** PICTURE



Two Col. Ad Cut or Mat No. 19



ADVERTISING



MEET LITTLE

Miss Fix-it!

She teaches a gentleman with a shady past, and an impetuous Dixie beauty a few things about life, love and the pursuit of happiness!



One Col. Ad Cut or Mat No. 6

YOU'LL WISH YOU WERE IN DIXIE!

Dixie...where the horses are faster, the women lovelier...and the men more reckless...exciting background for the colorful story of a gentleman with a shady past...who vowed to square accounts with the man who had framed him and the woman who "didn't want him around"!



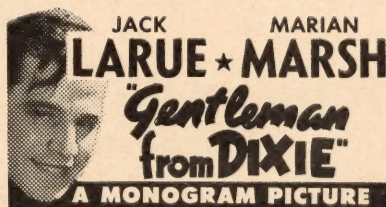
Two Col. Ad Cut or Mat No. 21



One Col. Ad Cut or Mat No. 7



One Col. Ad Cut or Mat No. 8



One Col. Ad Cut or Mat No. 9

HIGH VOLTAGE!

The sparks fly when a blonde spitfire gives the cold shoulder to a hot-tempered Southern gentleman!



One Col. Ad Cut or Mat No. 10



PUBLICITY



HERE'S THE DRAMATIC STORY

Thad Terrill, released from prison after serving a term for a murder he did not commit, returns to the Southern plantation of his brother Lance, who breeds race horses. Thad is welcomed by his brother, but the latter's second wife, Margaret, believes in his guilt and bitterly resents the presence of the ex-convict. It is finally agreed that he shall stay at the plantation only as a hired man. But Thad, knowing that he was "framed" by a man named Morley, resolves to bide his time and hope for vindication.

Thad becomes the close companion of Betty Jean, eight-year-old daughter of his brother's first wife, and helps the child to raise and train a sickly colt which develops into a fast race horse. Eventually "Jumping Jack," as Betty Jean named the horse, is entered in a handicap at a fashionable race course and beats the favorite, owned by Matthew Brawley, a ruthless social climber living near the Terrill plantation. Brawley, aided by the resentful Margaret, induces Lance to sell the horse to him. Betty Jean, learning of this, hides with the horse in the depth of the woods, where it kills with its hoofs a cougar which attacks the child.

After Betty Jean and the horse are found, Lance regrets his bargain, but Brawley goes to the Terrill stable to take forcible possession of "Jumping Jack." Thad, recognizing Brawley as the man who formerly called himself Morley and sent him to the penitentiary on false evidence, fights with him and is losing the struggle when the terrified Betty Jean enters the stable. She screams as Brawley pushes her roughly aside. The horse kicks its way out of its stall and kills Brawley by trampling him. In the subsequent trial Kirkland, former partner of the dead man, reveals that Brawley brought about Thad's imprisonment on perjured testimony.

Margaret begs Thad's forgiveness for her treatment of him, and the family sees the certainty of new happiness together.

Here's One Film Star With No Delusions of Grandeur

An actor who makes no pretensions to greatness or "artistic temperament" is Jack La Rue, coming to the theatre on as co-star with Marian Marsh in the stirring Monogram screenplay of the Deep South, "Gentleman From Dixie." Jack is an emotional Italian who acquired his complete naturalness as a boy growing up on the New York streets, and he is still as unassuming and as unaffected as ever. He stresses the point that he does not consider himself an "artist," but only a simple man who chose the "acting business" as his life work. And this in spite of the fact that he has long been established as a stage and screen player of unusual talent, able to play a hero's part as successfully as the gangster roles in which he is more often seen. He began his business career as an itinerant piano tuner, but now lists mandolin playing as his sole musical accomplishment.

La Rue insists that he has no hobbies which are in any way unusual. He likes all outdoor sports, especially football and horseback riding, and is a boxing enthusiast; but these, he contends, only serve to classify him as an average man. He is a man who is very close to his family, and is principally interested in the fact that he is realizing his ambition of caring for five sisters who are dependent on him.

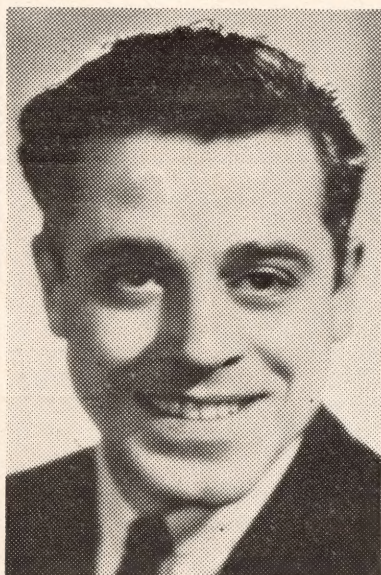
In "Gentleman From Dixie" La Rue plays the sympathetic role of a Southerner who, as the story opens, is released from prison after serving a sentence for a murder which he did not commit. Vindication finally comes after an exciting series of events.

The cast supporting La Rue and Miss Marsh includes Clarence Muse, Mary Ruth, Robert Kellard and John Holland. The picture was directed by Al Herman, under the production supervision of Edward Finney.

Credits

Produced by... EDWARD FINNEY
Director... AL HERMAN
Original Story and Screenplay by... FRED MYTON
Assistant Director... Chris Beute
Photography... Marcel Le Picard
Film Editor... Fred Bain
Sound... Glen Glenn
Prod. Mgr... Sam R. Wallis

JACK LA RUE



"Tall, dark and dangerous" is the characterization of Jack La Rue, who leaves the cinema's gangster ranks to portray a tense dramatic role in "Gentleman From Dixie."

One Col. Cut or Mat No. 1

Singing Muse

Clarence Muse, screen actor and one of America's finest Negro concert singers, is now appearing on the screen of the theatre in "Gentleman From Dixie," the Monogram drama starring Jack La Rue and Marian Marsh. During the action of the film The Clarence Muse Singers, a choral group of 50 voices, are heard in songs of the Old South.

Herbert Rawlinson was one of the original members of the old Selig Polyscope Company, the first motion picture producing organization to build a studio in Los Angeles. Rawlinson plays the role of a prison warden in "Gentleman From Dixie," the Monogram drama which co-stars Jack La Rue and Marian Marsh.

DIXIE SPITFIRE MEETS HER MATCH



Jack La Rue and Marian Marsh head the cast of "Gentleman From Dixie," Monogram's fast-moving story of romance and revenge in the deep south, now current at the theatre.

Two Column Cut or Mat No. 15

"GENTLEMAN FROM DIXIE" ABSORBING ACTION FILM

(Review)

An unusual quality of well-sustained interest features "Gentleman From Dixie," the Monogram drama which opened at the theatre last night, with Jack La Rue and Marian Marsh in the starring roles. A succession of dramatic events builds the story up to an unexpected climax which finally clears away the shadow hovering over its principal characters, and the picture hits the mark as thoroughly satisfying entertainment.

The cast is excellent. Jack La Rue, playing one of his infrequent sympathetic roles, contributes a fine, vigorous characterization, and makes one wonder why he is usually presented as a villain. Miss Marsh, recently returned to the screen after an absence of a year, is altogether charming and demonstrates again that she is an actress of consummate ability. Clarence Muse, noted Negro actor who appears in the principal supporting role, plays a "homey" part of the sort which long ago established him as a favorite.

As the story opens, La Rue is released from prison, where he has been confined on a trumped-up murder charge, and returns to the Southern plantation of his brother. Miss Marsh, second wife of the latter, feels that La Rue was guilty of the crime and resents his presence. However, the ex-convict forms a close friendship with Betty Jean, his brother's eight-year-old daughter, and assists her in transforming a sickly colt into a champion racehorse. When her father is persuaded to sell the horse to Brawley, owner of a neighboring racing stable, the child attempts to prevent the delivery of the animal. Brawley pushes her roughly aside, and her scream starts a chain of fast-moving events which bring the picture to an exciting close.

In addition to Muse, roles in support of La Rue and Miss Marsh are played by Mary Ruth, MGM's eight-year-old contract player; Robert Kellard, John Holland, Lillian Randolph, Herbert Rawlinson, and the noted race announcer, Joe Hernandez. Director Al Herman has filmed the story with fine effect, and maintained the interest at a high point.

"Gentleman From Dixie" was produced by Edward Finney, and original story and screenplay are the work of Fred Myton.

La Rue, Marsh Co-Starred

Jack La Rue and Marian Marsh are co-starred in "Gentleman From Dixie," Monogram drama now showing on the screen of the theatre. Others in the cast include Clarence Muse, MGM's eight-year-old Mary Ruth, Robert Kellard, John Holland, Herbert Rawlinson and Joe Hernandez.

Stephen Foster Songs in Film

The universally loved melodies of Stephen Foster—the folk songs of the American people—are a feature of "Gentleman From Dixie," Monogram's story of the South which comes to the theatre on, with Jack La Rue and Marian Marsh in the starring roles.

During the action of the picture, in scenes laid on a picturesque plantation, these popular classics are sung by The Clarence Muse Singers, a chorus of 50 Negro voices assembled and trained by Clarence Muse. The latter, one of the country's outstanding Negro concert singers, also plays an important role in the film.

The cast also includes Mary Ruth, Robert Kellard and John Holland, and the picture was directed by Al Herman under the production supervision of Edward Finney. "Gentleman From Dixie" was written and adapted for the screen by Fred Myton.

Biographical Briefs

MARIAN MARSH

Marian Marsh was born on the island of Trinidad, British West Indies, and moved to Hollywood with her family when she was a young girl, later graduating from Hollywood High School. Starting her screen career as an "extra," she soon afterward played the feminine lead opposite John Barrymore in two pictures, and has also enacted leads with William Powell and Edward G. Robinson. In addition to many screen successes in the United States, she has also appeared in motion pictures made in England and Germany. Miss Marsh's pictures include "Prison Nurse," "A Desperate Adventure" and "Murder by Invitation."

JACK LA RUE

Jack La Rue, born in New York City, was a stage actor on Broadway before he entered motion pictures, where he established an outstanding reputation in gangster and "heavy" roles. On the stage he appeared with Mae West in "Diamond Lil," and in such plays as "Crime" and "Fiesta." In "Gentleman From Dixie" he is seen as a man unjustly imprisoned on a murder charge. Among La Rue's recent pictures are "Big Town Czar," "Murder in Soho," and "In Old Caliente."

CLARENCE MUSE

Clarence Muse, a graduate of Dickerson University in Carlyle, Pennsylvania, is one of the founders of the Lafayette theatre in New York's Harlem, acknowledged as the cradle of Negro drama in America. He is one of the outstanding Negro concert singers of the country, and has composed many such songs as "I'm Spiritual," "When It's Sleepy Time Down South" and "Liberty Road." He is organizer and coach of the 50-voice Clarence Muse Singers, a choral group heard in many pictures. Muse's films include "Broadway Bill," "Black Moon," "Prestige" and "The Flame of New Orleans."

KILLER HORSE

A scene in which a racehorse kills a cougar furnishes one of the exciting moments of "Gentleman From Dixie," the Monogram drama now showing at the theatre, with Jack La Rue and Marian Marsh in the starring roles. Edward Finney was the producer.

"GENTLEMAN FROM DIXIE"

Running time.....63 min.
Footage.....6,593 ft.
Code number.....7595

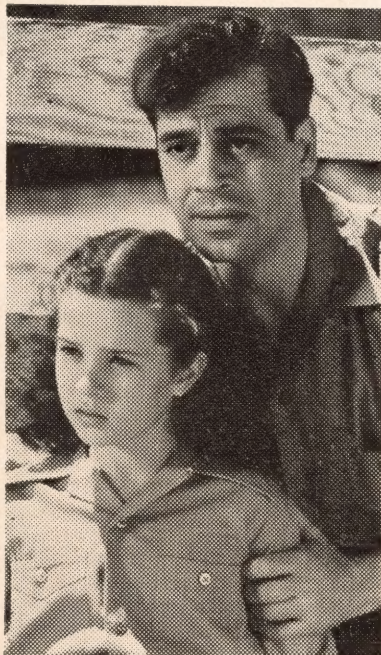
The Cast

Thad Terrill..... JACK LA RUE
Margaret..... MARIAN MARSH
Jude..... Clarence Muse
Betty Jean..... Mary Ruth
Lance..... Robert Kellard
Brawley..... John Holland
Warden..... Herbert Rawlinson
Announcer..... Joe Hernandez
Aunt Eppie..... Lillian Randolph
Kirkland..... I. Stanford Jolley
Secretary..... Phyllis Barry

NEW NAME FOR HORSE

An important member of the cast of "Gentleman From Dixie," Monogram picture coming to the theatre on, is a horse which is called "Jumping Jack" in the story, but which is in reality the well-known racehorse, "Mist-a-Shot." The picture stars Jack La Rue and Marian Marsh, and was directed by Al Herman. "Jumping Jack" enters the action as a race star trained by an ex-convict who is concealing his identity while searching for the man whose false testimony ruined him.

L'I' DIXIE BELLE



Diminutive Mary Ruth, borrowed from MGM for the occasion, has a delightful role in Monogram's "Gentleman From Dixie," now at the theatre.



PUBLICITY



Gentle Screen Actress Is Courageous Fighter

In attempting to describe Marian Marsh, the first word that comes to mind is "gentle." For she is an unusually quiet little slip of a girl with a definite appearance of wistfulness and shyness—almost downright bashfulness. Well poised, mind you, but decidedly not the forward type.

But this gentle exterior masks the ambition of an extremely earnest and tenacious young person. Marian has carved out a career for herself in an industry where fortitude is one of the primary requisites, if one would start at the bottom and work upward. Perhaps she isn't so self-effacing as she seems. Marian comes to the theatre on Monogram's "Gentleman From Dixie," in which she is co-starred with Jack La Rue.

She has fought her way absolutely from "scratch," for her entry into motion pictures at the age of 14 involved her stealing away from Hollywood high school for an occasional day of extra work. But when a struggling young actress, hardly launched on her career, is chosen by John Barrymore—as she was—to play the leading role opposite him, she must have shown, even in that early day, that she had that something of which stars are made.

"What with more than my share of illness," says Marian, "I have had to keep fighting a great deal of the time, but I don't object to that. In fact, I think that anything which interferes with the even course of events is a direct challenge to go out and rectify matters. I would hardly say that I welcome misfortune—but I'm not afraid of it any more!"

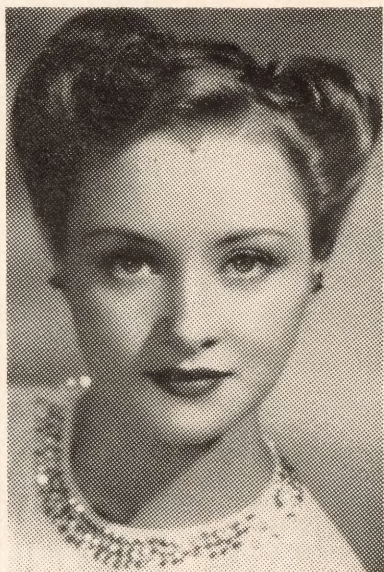
"Gentlemen From Dixie" was produced by Edward Finney and directed by Al Herman, and the cast supporting La Rue and Miss Marsh includes Clarence Muse, Robert Kellard, John Holland, Herbert Rawlinson and Joe Hernandez, famous race announcer. Story and screenplay are by Fred Myton.

Screen Thriller

Tonight is the final opportunity to see "Gentleman From Dixie," Monogram's Southern drama which is closing its engagement at the theatre.

This absorbing story of a man unjustly imprisoned for murder, and the stirring events which follow his release, presents Jack La Rue and Marian Marsh in the starring roles, and features a cast which includes Clarence Muse, Mary Ruth, Robert Kellard, John Holland, Herbert Rawlinson and Joe Hernandez. Stephen Foster melodies sung by The Clarence Muse Singers, a group of 50 Negro voices, are a highlight of the production.

MARIAN MARSH



Featured in the role of an impetuous southern beauty, Marian Marsh appears opposite saturnine Jack La Rue in "Gentleman From Dixie," Monogram's exciting dramatic hit now playing at the theatre. One Col. Cut or Mat No. 3

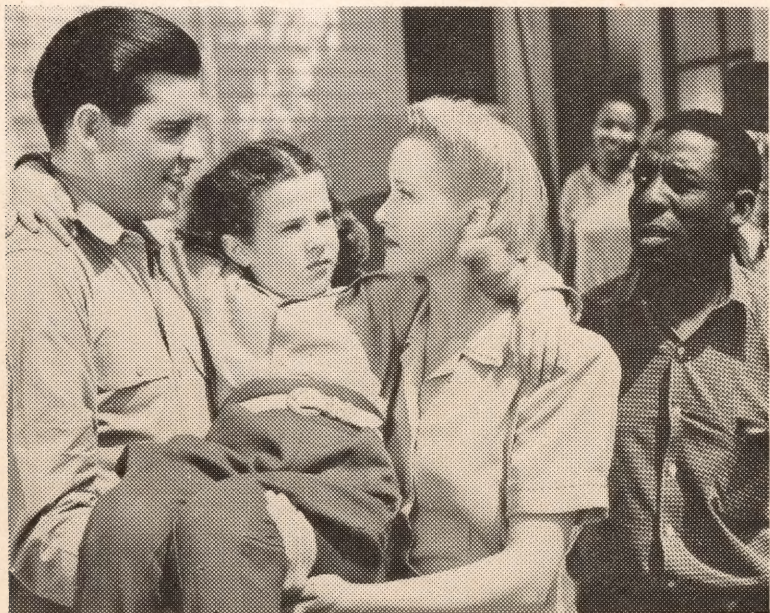
ACTOR PIONEER OF FILM INDUSTRY

One of the true veterans of motion pictures is Herbert Rawlinson, who comes to the theatre on "Gentleman From Dixie," the Monogram picture co-starring Jack La Rue and Marian Marsh.

When the Selig Polyscope Company, originally established in Chicago, built Los Angeles' first film studio in 1908, Rawlinson was an important member of the company's acting forces, which also included Hobart Bosworth, Nicholas Cogley and Robert Z. Leonard. Hollywood, then a broad expanse of orchards and grain fields, had never been thought of as a motion picture production center, and the new studio was located in the Edendale section of Los Angeles. Shortly afterward, other studios were erected in the same area.

"Gentleman From Dixie" tells the absorbing story of a man unjustly convicted of murder, and of his final vindication.

MEET LITTLE MISS FIX-IT!



Winning the hearts of audiences at the theatre, where "Gentleman From Dixie" is now playing, is Mary Ruth, one of the cutest and most talented of screen youngsters. She is pictured here with Marian Marsh, Robert Kellard and Clarence Muse, who are featured in the picture with Jack La Rue.

Two Column Cut or Mat No. 16

Child Actress Is Pianist

Mary Ruth, tiny eight-year-old prodigy under contract to M-G-M studios, was borrowed by Monogram for an important role in "Gentleman From Dixie," the thrilling Southern drama now playing at the theatre, with Jack La Rue and Marian Marsh in the starring roles.

Despite her tender years, little Miss Ruth is an accomplished pianist, and during the action of the story plays compositions far beyond her years. In addition to her skill as a musician, Mary is no less an expert as an actress, and is looked upon in Hollywood as one of filmdom's most promising juvenile players.

RACE ANNOUNCER IN FILM DEBUT

The unnumbered thousands of Americans who know Joe Hernandez only as a voice "calling" the races will have their first opportunity to see his active likeness in "Gentleman From Dixie," the Monogram picture which comes to the theatre on, with Jack La Rue and Marian Marsh in the starring roles.

This large listening audience includes those who attend Santa Anita, Hollywood Park and other California race courses where Hernandez is official announcer, and also those who listen to his national radio broadcasts of important handicaps.

Mr. Jack La Rue Is Restaurant Head

Jack La Rue is the proprietor of a Hollywood restaurant as a part of his sideline activities, and "La Rue's Spaghetti House" is a popular rendezvous of film city residents with a fondness for Italian dishes.

La Rue, who comes to the theatre on as co-star with Marian Marsh in the Monogram drama, "Gentleman From Dixie," is simply another illustration of the fact that many stars are vitally interested in spare-time pursuits, and own, if they do not actually operate, many of the solid business institutions of Hollywood and its vicinity. Investigation would show that many restaurants, service stations, haberdasheries, antique stores and gown shops are owned, stock and barrel by screen celebrities, with salaried managers in charge.

So intrigued is La Rue with the success of his restaurant, in fact, that he recently confided to friends that he is toying with the idea of opening a string of distinctive eateries on important highways clear across the country.

The cast supporting La Rue and Miss Marsh in "Gentleman From Dixie" includes Clarence Muse, M-G-M's child prodigy, Mary Ruth; Robert Kellard, John Holland, Herbert Rawlinson and Joe Hernandez.

Actress Serves as Super-Mayor

One of the most active of Southern California's "honorary mayors" is lovely Marian Marsh, now appearing at the theatre in "Gentleman From Dixie," the Monogram drama in which she is co-starred with Jack La Rue.

Miss Marsh is now serving her third term as super-cargo of the little San Fernando Valley community, and has played an important part in furthering numerous improvements. She is a potent factor in the town, since she is the official representative of the local Chamber of Commerce, the Women's Club and the Chatsworth Civic Organization.

Screen Story of South Deserves High Rating

(Review)

An absorbing story of the Deep South is "Gentleman From Dixie," the Monogram drama which opened an engagement at the theatre last night, with Jack La Rue and Marian Marsh in the starring roles. Not only is there stirring action throughout its length, but the plot is so deftly woven as to hold the constant interest of the audience. The menace which threatens the central characters is not dissipated until the closing moments of the film.

Maintaining his innocence of the crime of murder for which he was imprisoned, Thad Merrill (La Rue) is released from the penitentiary after serving his term, and returns to the Southern plantation of his brother Lance (Robert Kellard). The latter's second wife, Margaret (Miss Marsh), resents the presence of the ex-convict, but he remains as a hired man on the farm, and becomes the devoted friend of his brother's eight-year-old daughter, Betty Jean (Mary Ruth).

Thad helps the child in rearing a sickly colt and transforming it into a record-breaking racehorse, which eventually saves Betty Jean's life when she is attacked by a wild animal. Lance has promised to sell the horse to the ruthless Brawley (John Holland), owner of a racing stable, who insists on going through with the deal in spite of Betty's unhappiness. From this point the story moves swiftly to a thrilling climax, sharply affecting the future of the entire family.

Producer Edward Finney has guided "Gentleman From Dixie" with a nice regard for the picture's possibilities, and Director Al Herman has preserved a fine balance between plot and incident. Stars and supporting players do fine work, and the resulting picture is one which will impress the average theatregoer as far better than average entertainment.

Enjoyable interludes during the course of the action are contributed by The Clarence Muse Singers, a group of 50 Negro voices, in songs of the Old South. Muse himself also plays an important role, and other members of the cast are Lillian Randolph, Herbert Rawlinson, Forrest Taylor and Joe Hernandez. Original story and screenplay are the work of Fred Myton.

We recommend "Gentleman From Dixie" as a picture you will enjoy.

NAVAL BASE NOTE

The island of Trinidad, British West Indies, one of the naval base sites recently leased by the United States Government, was the birthplace of Marian Marsh, popular Hollywood screen actress. Miss Marsh is now appearing at the theatre in the leading feminine role of "Gentleman From Dixie," the Monogram picture in which she is co-starred with Jack La Rue.

DYNAMIC MOMENT



One of the dramatic highlights of "Gentleman From Dixie," the fast-moving drama of the south which opens at the theatre, occurs when Jack La Rue comes face to face with the man who framed him (John Holland).

One Col Cut or Mat No. 4

Novel Recording Theory

Clarence Muse has a novel explanation for the unusually fine recording of the Stephen Foster songs which form a highlight of "Gentleman From Dixie," the Monogram southern drama in which Jack La Rue and Marian Marsh are now co-starring at the theatre.

"The quality of negro voices differs materially from that of white singers," says Muse. "In the early sound pictures, such as 'Hearts in Dixie,' the recording apparatus faithfully caught all the nuances and shadings of negro voices, and gave them full effect. But, over the years, as the science of transferring sound to film was developed, the very mechanical perfection of the process seemed to crowd out a certain timbre in the voices of negroes, while it heightened the fidelity of recorded white singers. Certain frequencies which might be termed 'wild' seem to have been eliminated.

"But I think that Glen Glenn, sound recorder on our company, must have made certain adjustments which brought back these despised frequencies, for the recording of the negro choruses in our picture is the finest I have heard in the past ten years."

DRAMA OF DEEP SOUTH COMES TO LOCAL SCREEN

(Advance)

Already stamped with the approval of Hollywood critics, "Gentleman From Dixie," Monogram picture with Jack La Rue and Marian Marsh in the starring roles, comes to the Theatre on.

La Rue, usually cast as villain or gangster, is seen in this picture in a strong dramatic role, and Miss Marsh is an excellent foil for him.

As the story opens La Rue, unjustly convicted on a murder charge, is released from prison and returns to the Southern plantation of his brother, Robert Kellard, as a hired man. His presence is resented by Miss Marsh, Kellard's second wife and step-mother of eight-year-old Mary Ruth. Complications ensue when the ex-convict and the young-

ster develop a sickly colt into a record-smashing racehorse, which finally kills a man in protecting its little mistress.

Highlights of the film include a fight to the death between a horse and a mountain lion, an exciting handicap race with a field of blooded horses, a furious battle between La Rue and John Holland, and the songs of Stephen Foster sung by a negro group of 50 voices.

"Gentleman From Dixie" was directed by Al Herman under the production supervision of Edward Finney. Other important supporting roles are played by Clarence Muse, Lillian Randolph, Herbert Rawlinson, Harold Gerrard, Forrest Taylor and Joe Hernandez, famous race announcer. Original story and screenplay were written by Fred Myton.

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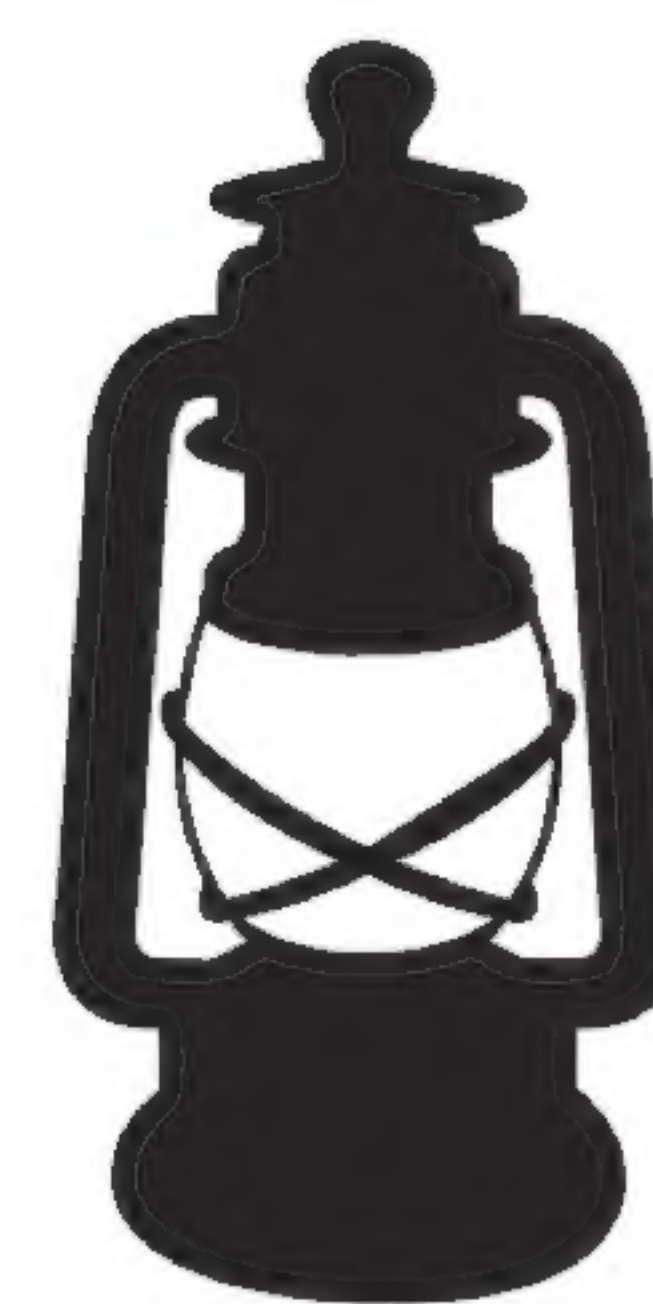


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